

Applicant or Patentee: RONALD A. KATZ, GARY L. WEST, and THOMAS B. BARKER

Serial or Patent No.: 09/038,399

Filed or Issued: March 11, 1998

Title: METHODS AND APPARATUS FOR INTELLIGENT SELECTION OF GOODS AND SERVICES IN TELEPHONIC AND ELECTRONIC COMMERCE

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY
STATUS (37 CFR 1.9(f) and 1.27(b)) – INDEPENDENT INVENTOR**

As a below-named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under Section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the above-entitled invention described in

☐ the specification filed herewith.
☒ application serial no. 09/038,399, filed March 11, 1998.
☐ patent no. _____, issued _____.

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed or licensed or am under an obligation under contract or law to assign, grant, convey or license any rights in the invention is listed below. **NOTE:** Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

☐ no such person, concern or organization.
☐ persons, concerns or organizations listed below:

FULL NAME

ADDRESS

☐ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

FULL NAME

ADDRESS

☐ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

FULL NAME

ADDRESS

☐ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

**DECLARATION
Utility Application**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled METHODS AND APPARATUS FOR INTELLIGENT SELECTION OF GOODS AND SERVICES IN TELEPHONIC AND ELECTRONIC COMMERCE

the specification of which

(Check One)

☐

is attached hereto.

☒

was filed on March 11, 1998 as United States Application Serial No. 09/038,399

and was amended on

(if applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above. I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(1). I hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Application Number	Country	Date of Filing	Priority Claimed	
			Yes	No

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

Application Number	Date of Filing	Status-Patented, Pending or Abandoned

Send Correspondence to:	LYON & LYON LLP 633 W Fifth St., Suite 4700 Los Angeles, CA 90071	Direct Phone calls to: David B. Murphy, Esq. (213) 489-1600, Extension 1122
-------------------------	--	--

	FULL NAME OF INVENTOR	FIRST Name Ronald	MIDDLE Initial A.	LAST Name Katz	
201	RESIDENCE & CITIZENSHIP	City Los Angeles	State or Foreign Country California	Country of Citizenship U.S.A.	
	POST OFFICE ADDRESS	Post Office Address 570 South Mapleton Drive	City Los Angeles	State or Country CA	Zip Code 90024

	FULL NAME OF INVENTOR	FIRST Name Gary	MIDDLE Initial L.	LAST Name West	
202	RESIDENCE & CITIZENSHIP	City Omaha	State or Foreign Country Nebraska	Country of Citizenship U.S.A.	
	POST OFFICE ADDRESS	Post Office Address 9746 Ascot Drive	City Omaha	State or Country NE	Zip Code 68114

	FULL NAME OF INVENTOR	FIRST Name Thomas	MIDDLE Initial B.	LAST Name Barker	
203	RESIDENCE & CITIZENSHIP	City Omaha	State or Foreign Country Nebraska	Country of Citizenship U.S.A.	
	POST OFFICE ADDRESS	Post Office Address 708 North 164th Street	City Omaha	State or Country NE	Zip Code 68118

	FULL NAME OF INVENTOR	FIRST Name	MIDDLE Initial	LAST Name	
204	RESIDENCE & CITIZENSHIP	City	State or Foreign Country	Country of Citizenship	
	POST OFFICE ADDRESS	Post Office Address	City	State or Country	Zip Code

	FULL NAME OF INVENTOR	FIRST Name	MIDDLE Initial	LAST Name	
205	RESIDENCE & CITIZENSHIP	City	State or Foreign Country	Country of Citizenship	
	POST OFFICE ADDRESS	Post Office Address	City	State or Country	Zip Code

	FULL NAME OF INVENTOR	FIRST Name	MIDDLE Initial	LAST Name	
206	RESIDENCE & CITIZENSHIP	City	State or Foreign Country	Country of Citizenship	
	POST OFFICE ADDRESS	Post Office Address	City	State or Country	Zip Code

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Signature of Inventor	201
Date	5-12-98

Signature of Inventor	204
Date	

Signature of Inventor	202
Date	5/17/98

Signature of Inventor	205
Date	

Signature of Inventor	203
Date	5/17/98

Signature of Inventor	206
Date	

POWER OF ATTORNEY

Ronald A. Katz, assignee(s) of the application for United States Letters Patent for an improvement in
METHODS AND APPARATUS FOR INTELLIGENT SELECTION OF GOODS AND SERVICES IN
TELEPHONIC AND ELECTRONIC COMMERCE by Ronald A. Katz et al.

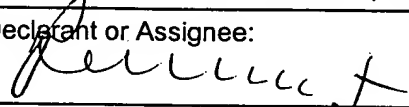
the specification of which was

- ☐ executed on even date herewith, or
☒ filed March 11, 1998 having Serial No. 09/038,399.

As named inventor(s), I hereby appoint as my attorneys, with full power of substitution and revocation, to prosecute this application and transact all business in the Patent and Trademark Office connected therewith: Roland N. Smoot, Reg. No. 18,718; Conrad R. Solum, Jr., Reg. No. 20,467; James W. Geriak, Reg. No. 20,233; Robert M. Taylor, Jr., Reg. No. 19,848; Samuel B. Stone, Reg. No. 19,297; Douglas E. Olson, Reg. No. 22,798; Robert E. Lyon, Reg. No. 24,171; Robert C. Weiss, Reg. No. 24,939; William E. Thomson, Jr., Reg. No. 20,719; Richard E. Lyon, Jr., Reg. No. 26,300; John D. McConaghy, Reg. No. 26,773; William C. Steffin, Reg. No. 26,811; Coe A. Bloomberg, Reg. No. 26,605; J. Donald McCarthy, Reg. No. 25,119; John M. Benassi, Reg. No. 27,483; James H. Shalek, Reg. No. 29,749; Allan W. Jansen, Reg. No. 29,395; Robert W. Dickerson, Reg. No. 29,914; Roy L. Anderson, Reg. No. 30,240; David B. Murphy, Reg. No. 31,125; Bradford J. Duft, Reg. No. 32,219; James C. Brooks, Reg. No. 29,898; Jeffrey M. Olson, Reg. No. 30,790; Steven D. Hemminger, Reg. No. 30,755; Jerrold B. Reilly, Reg. No. 32,293; Paul H. Meier, Reg. No. 32,274; John A. Rafter, Jr., Reg. No. 31,653; Kenneth H. Ohriner, Reg. No. 31,646; and Mary S. Consalvi, Reg. No. 32,212; Lois M. Kwasigroch, Reg. No. 35,579; Lawrence R. LaPorte, Reg. No. 38,948; Robert C. Laurensen, Reg. No. 34,206; Carol A. Schneider, Reg. No. 34,923; Hope E. Melville, Reg. No. 34,874; Michael J. Wise, Reg. No. 34,047; Richard J. Warburg, Reg. No. 32,327; Kurt T. Mulville, Reg. No. 37,194; Theodore S. Maceiko, Reg. No. 35,593; Bruce G. Chapman, Reg. No. 33,846 and F.T. Alexandra Mahaney, Reg. No. 37,668.

Send Correspondence to:	LYON & LYON LLP 633 W Fifth St., Suite 4700 Los Angeles, CA 90071-2066	Direct Telephone calls to: David B. Murphy, Esq. (714) 751-6606
-------------------------	--	---

I, the undersigned, declare that I am the (an) assignee of the above-identified application or, if the assignee is a corporation, partnership or other association, I am authorized to make this appointment on behalf of the assignee and I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 19 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Full Name of Assignee: Ronald A. Katz	
Post Office Address 9200 Sunset Boulevard, Suite 1005, Los Angeles, CA 90069	
Signature of Declarant or Assignee: 	Date: 5-12-98



COPY
UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

NOVEMBER 13, 1998

PTAS

LYON & LYON LLP
DAVID B. MURPHY
633 WEST FIFTH STREET, SUITE 4700
LOS ANGELES, CA 90071-2066

jc678 U.S. PTO
09/505619
02/16/00

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 07/06/1998

REEL/FRAME: 9324/0552
NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

WEST, GARY L.

DOC DATE: 05/07/1998

ASSIGNOR:

BARKER, THOMAS B.

DOC DATE: 05/07/1998

ASSIGNEE:

KATZ, RONALD A.
9200 SUNSET BOULEVARD, SUITE 1005
LOS ANGELES, CALIFORNIA 90069

SERIAL NUMBER: 09038399
PATENT NUMBER:

FILING DATE: 03/11/1998
ISSUE DATE:

LENELL MACKALL, PARALEGAL
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

RECEIVED
NOV 18 1998
U.S. PROSECUTION

07-24-1998

SHEET

Docket No. 228/005

100775107

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Gary L. West and Thomas B. Barker

Additional name(s) of conveying party(ies) attached? ☐ Yes
☒ No

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other _____Execution Date: May 7, 1998

2. Name and address of receiving party:

Name: Ronald A. Katz

Internal Address: _____

City: _____ State: _____ Zip: _____

Street Address: 9200 Sunset Boulevard, Suite 1005City: Los Angeles State: CA Zip: 90069Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: May 12, 1998A. Patent Application No(s). 09/038,399

B. Patent No(s): _____

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David B. Murphy, Esq.Internal Address: LYON & LYON LLP
633 West Fifth Street, Suite 4700
Los Angeles, CA 90071-20666. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41):

\$ 40.00

☒ Enclosed☐ Charge this Deposit Account if any additional fee is required8. Deposit Account Number: 12-2475

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Date: June 30, 1998David B. Murphy, Reg No. 31,12507/16/1998 MP/EP/LES 00000048 09038399 Total number of pages including cover sheet:
05 FC:581

40.00 gp

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks

Box Assignments

Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503

A S S I G N M E N T

WHEREAS, WE, GARY L. WEST, a citizen of the United States of America, residing at 9746 Ascot Drive, Omaha, Nebraska 68114, and THOMAS B. BARKER, a citizen of the United States of America, residing at 708 North 164th Street, Omaha, Nebraska, 68118 (hereinafter referred to as "ASSIGNORS"), have co-invented, along with Ronald A. Katz, and own a certain invention entitled METHODS AND APPARATUS FOR INTELLIGENT SELECTION OF GOODS AND SERVICES IN TELEPHONIC AND ELECTRONIC COMMERCE for which application for Letters Patent of the United States of America was filed on March 11, 1998, assigned Serial No. 09/038,399; and

WHEREAS, RONALD A. KATZ, an individual residing in the State of California, and having a principal place of business at 9200 Sunset Boulevard, Suite 1005, Los Angeles, California 90069 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said invention and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign, transfer and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the

same may be granted, including all priority rights under the International Convention; and
ASSIGNORS hereby authorize and request the Commissioner of Patents and Trademarks to issue
said Letters Patent or any legal equivalent thereof to said ASSIGNEE, its successors and assigns, in
accordance with this Assignment.

ASSIGNORS hereby covenant that no assignment, sale, agreement or encumbrance has been
or will be made or entered into which would conflict with this Agreement;

ASSIGNORS further covenant that ASSIGNEE will, upon his request, be provided promptly
with all pertinent facts and documents relating to said application, said invention and said Letters
Patent and legal equivalents as may be known and accessible to ASSIGNORS and will testify as to
the same in any interference or litigation related thereto and will promptly execute and deliver to
ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply
for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and
said equivalents in the United States or in any foreign country, which may be necessary or desirable
to carry out the purposes thereof.

WITNESS my hand at Omaha, Nebraska, this 7th day of ^{May}~~April~~, 1998.

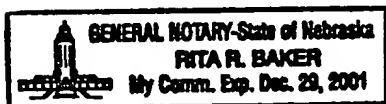
Gary L. West
GARY L. WEST

STATE OF NEBRASKA)
COUNTY OF Douglas) ss

On May 7, 1998 before me, Gary L. West, personally appeared

☒ personally known to me - OR - ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Rita R. Baker
Notary Public in and for
said County and State

WITNESS my hand at Omaha, Nebraska, this 7th day of May, 1998.

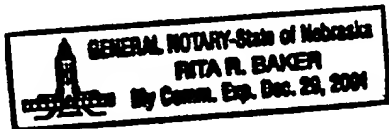
Thomas B. Barker
THOMAS B. BARKER

STATE OF NEBRASKA)
COUNTY OF Douglas) ss

On May 7, 1998 before me, Thomas B. Barker, personally appeared

☒ personally known to me - OR - ☐ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



Rita R. Baker
Notary Public in and for
said County and State



COPY

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

JUNE 22, 1999

PTAS

LYON & LYON LLP
DAVID B. MURPHY
633 WEST FIFTH STREET, SUITE 4700
LOS ANGELES, CA 90071-2066



101013004A

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 04/02/1999

REEL/FRAME: 9884/0021
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

KATZ, RONALD A.

DOC DATE: 03/22/1999

ASSIGNEE:

TELEBUYER, LLC
9200 SUNSET BOULEVARD, SUITE 1005
LOS ANGELES, CALIFORNIA 90069

SERIAL NUMBER: 09038399
PATENT NUMBER:

FILING DATE: 03/11/1998
ISSUE DATE:

SEDLEY PYNE, PARALEGAL
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

jc678 U.S. PTO
09/505619
02/16/00

04-16-1999

FORM PTO-1595
1-31-92

SHEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Docket No. 228/005

101013004

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 Ronald A. Katz
 Additional name(s) of conveying party(ies) attached?
☐ Yes ☒ No

2. Name and address of receiving party:

Name: Telebuyer, LLC

Internal Address: _____

City: _____ State: _____ Zip: _____

Street Address: 9200 Sunset Boulevard, Suite 1005City: Los Angeles State: CA Zip: 90069Additional name(s) & address(es) attached? ☐ Yes ☒ No

3. Nature of conveyance:
☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: March 22, 1999

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No(s). 09/038,399

B. Patent No(s): _____

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: David B. MurphyInternal Address: LYON & LYON LLP633 West Fifth Street, Suite 4700
Los Angeles, CA 90071-20666. Total number of applications and patents involved: 17. Total fee (37 CFR 3.41): \$ 40.00☒ Enclosed☐ Charge this Deposit Account if any additional fee is required8. Deposit Account Number: 12-2475

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Date: 3/29/99

David B. Murphy, Reg No. 31,425

Total number of pages including cover sheet: _____

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks

Box Assignments

Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503

04/15/1999 DNGUYEN 00000236 09038399

01 FC:581

40.00 OP

CERTIFICATE OF MAILING -
(37 C.F.R. §1.8a)

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as First Class Mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Denise N. Doss

Name of Person Mailing Paper

March 29, 1999

Date of Deposit

Signature of Person Mailing Paper OC-23177.1

ASSIGNMENT

WHEREAS, I, RONALD A. KATZ, a citizen of the United States, residing at 570 S. Mapleton Drive, Los Angeles, California 90024 (hereinafter referred to as "ASSIGNOR"), has invented and own a certain invention entitled METHODS AND APPARATUS FOR INTELLIGENT SELECTION OF GOODS AND SERVICES IN TELEPHONIC AND ELECTRONIC COMMERCE for which application for Letters Patent of the United States of America was filed on March 11, 1998, assigned Serial No. 09/038,399;

WHEREAS, TELEBUYER, LLC, a California limited liability corporation having its principal place of business at 9200 Sunset Boulevard, Suite 1005, Los Angeles, California 90069 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the exclusive right, title and interest in, to and under said inventions and in, to and under any Patent or similar legal protection to be obtained therefor in the United States of America, its territorial possessions and in any and all countries foreign thereto.

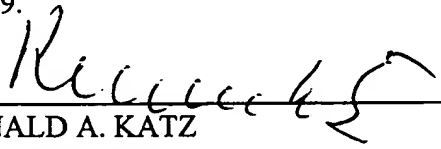
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sell, assign, transfer and set over unto the said ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest to said invention and to all Letters Patent or application or similar legal protection, not only in the United States and its territorial possessions, but in all countries foreign thereto to be obtained for said invention by said application, and to any continuation, division, renewal, substitute or reissue thereof or any legal equivalent thereof in the United States or a foreign country for the full term or terms for which the same may be granted, including all priority rights under the International Convention; and ASSIGNOR hereby authorizes and request the Commissioner of Patents and Trademarks to issue

said Letters Patent or any legal equivalent thereof to said ASSIGNEE, its successors and assigns, in accordance with this Assignment.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this Agreement;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said application, said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference or litigation related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents in the United States or in any foreign country, which may be necessary or desirable to carry out the purposes thereof.

WITNESS my hand at Los Angeles, California, this
22nd day of March, 1999.



RONALD A. KATZ
Managing Member

STATE OF CALIFORNIA)
) ss
COUNTY OF Los Angeles)

On 3-22-99 before me, Olga L. Juarez, personally appeared
Ronald A. Katz

☐ personally known to me

- OR -

☒ proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Olga L. Juarez
Notary Public in and for
said County and State

